

Fig. 1

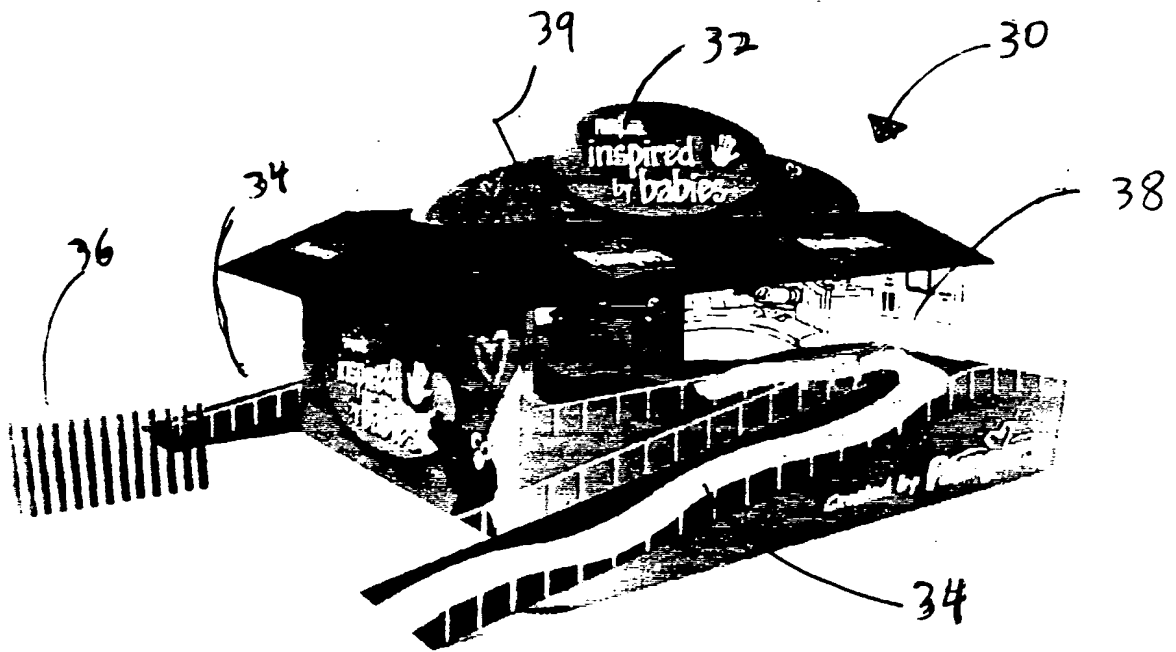


Fig. 2

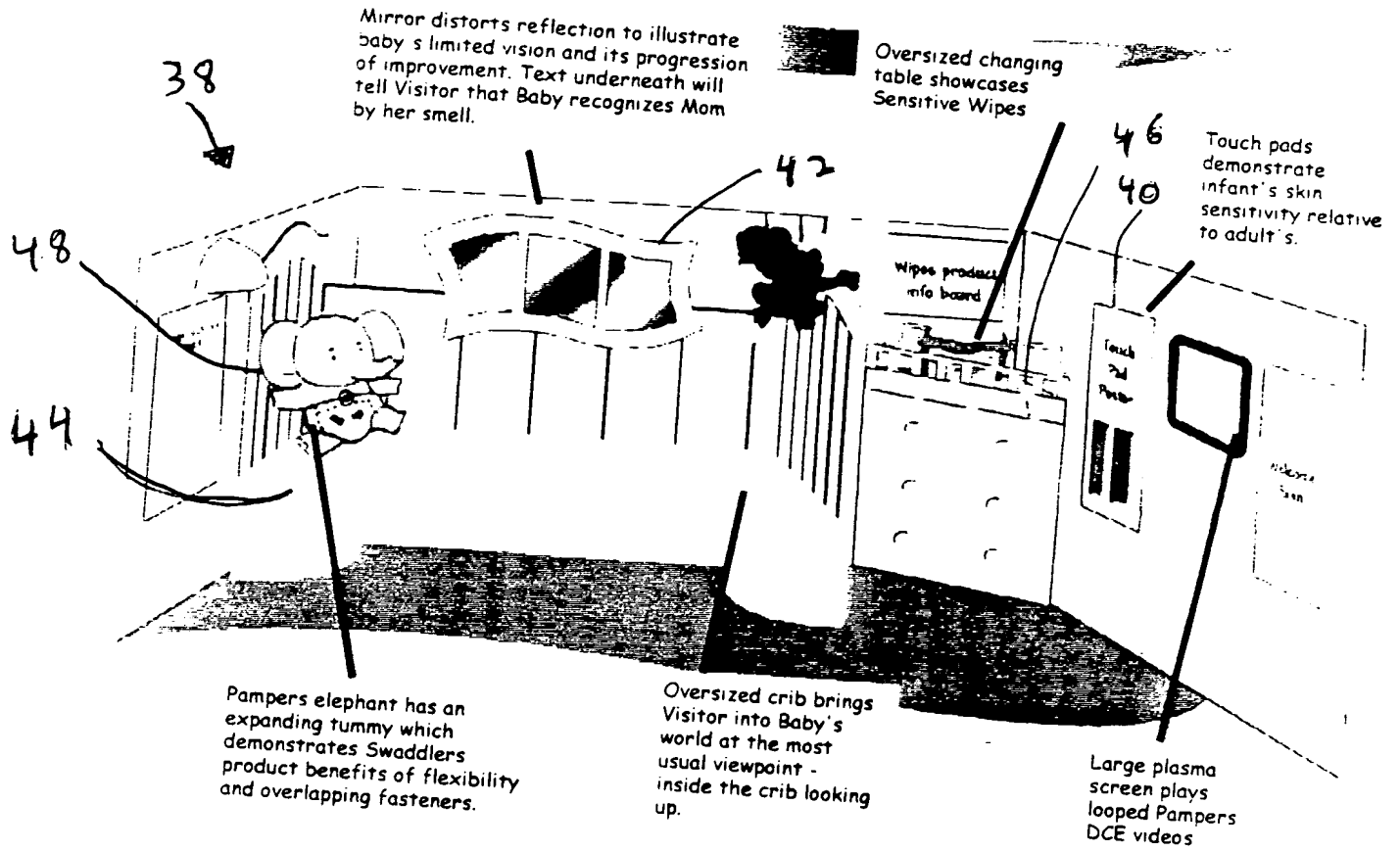


Fig. 3

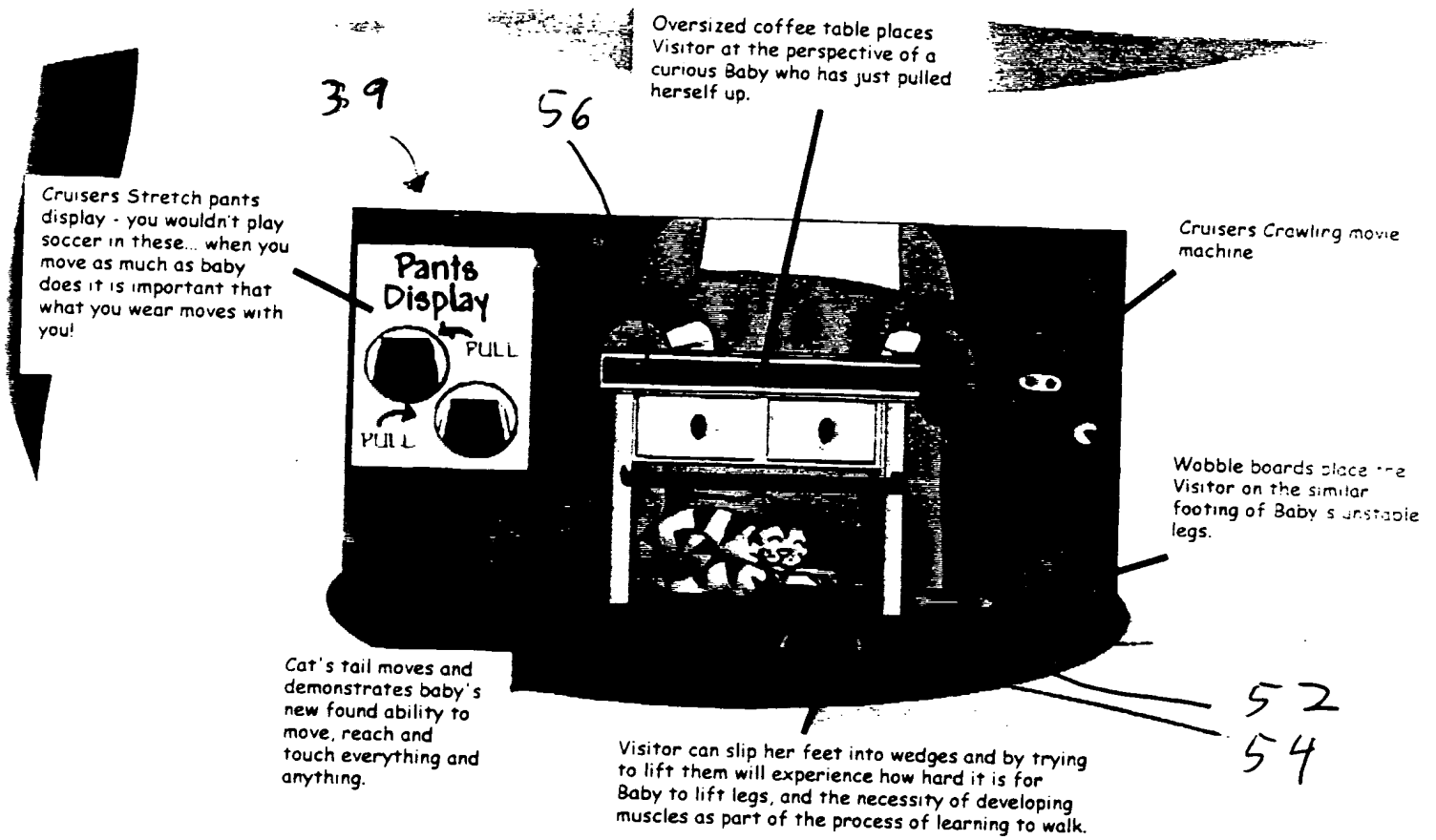


Fig 4.

Put your hands into a  
child's hands and feel how  
difficult Cheerios and  
animal crackers are to get  
a hold on!

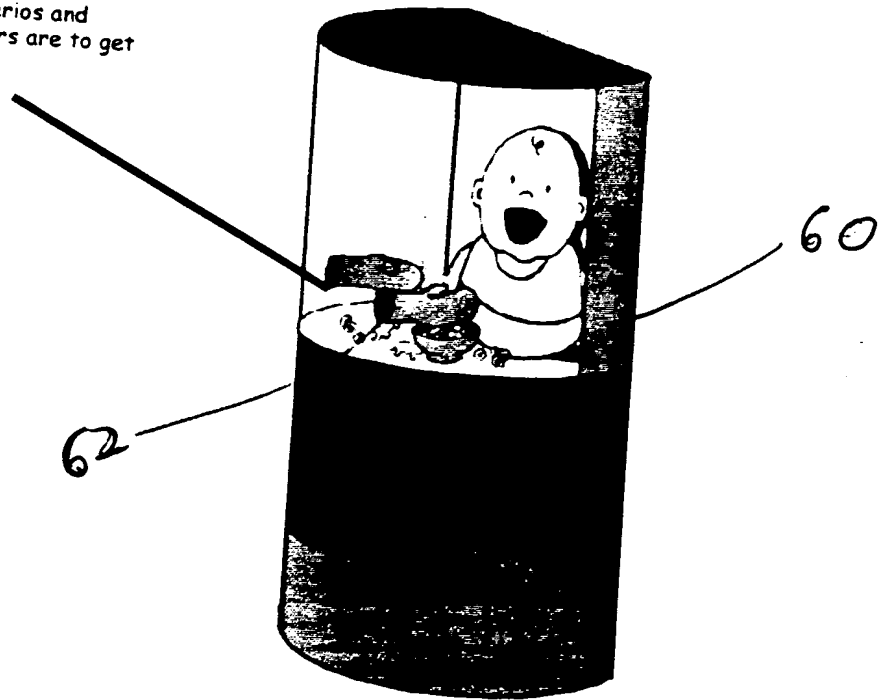


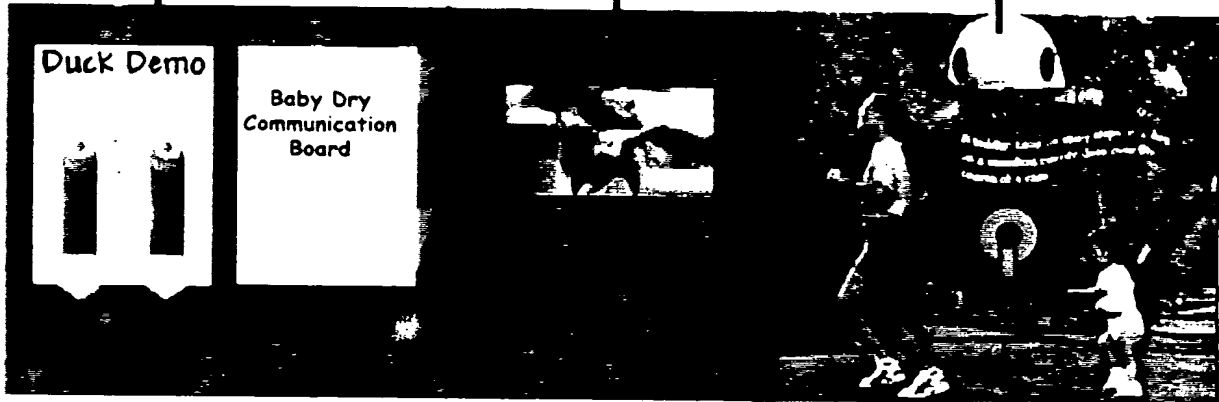
Fig. 5

70

Baby Dry  
Absorbency Demo

Large flat screen plays looped  
video of Baby's motor  
development and the related  
product benefits of Cruisers.

Marathon runner & Baby kinetic  
sculpture illustrates the constant  
motion of the new walker.



76

75

Fig. 6

Tri-sided billboard shows transformation of adult-oriented bathroom - to the scary vision of bathroom to baby - to the kid-friendly Pampers improved toddler-friendly bathroom.

Large plasma screen plays looped Pampers DCE videos

Touch screen game simulates learning shapes & colors.

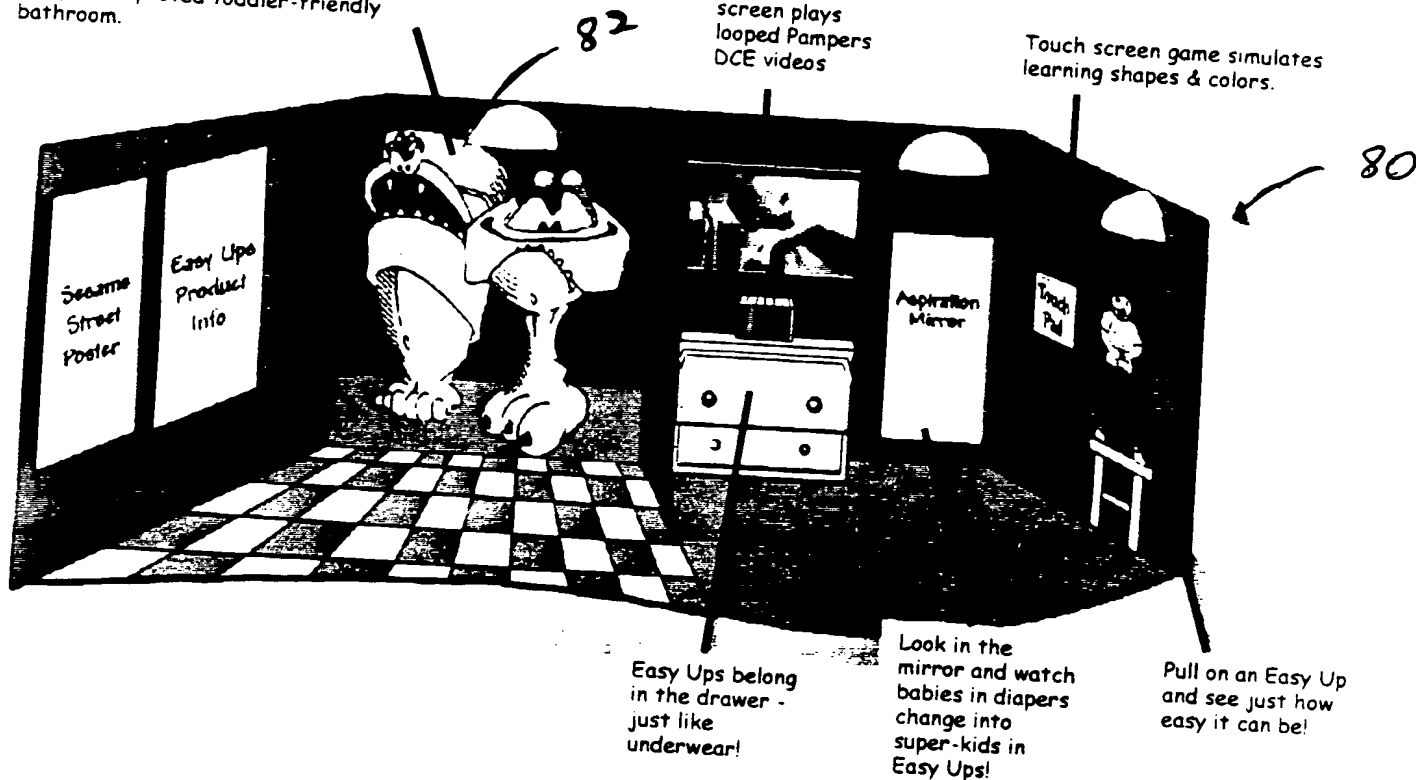


Fig. 7

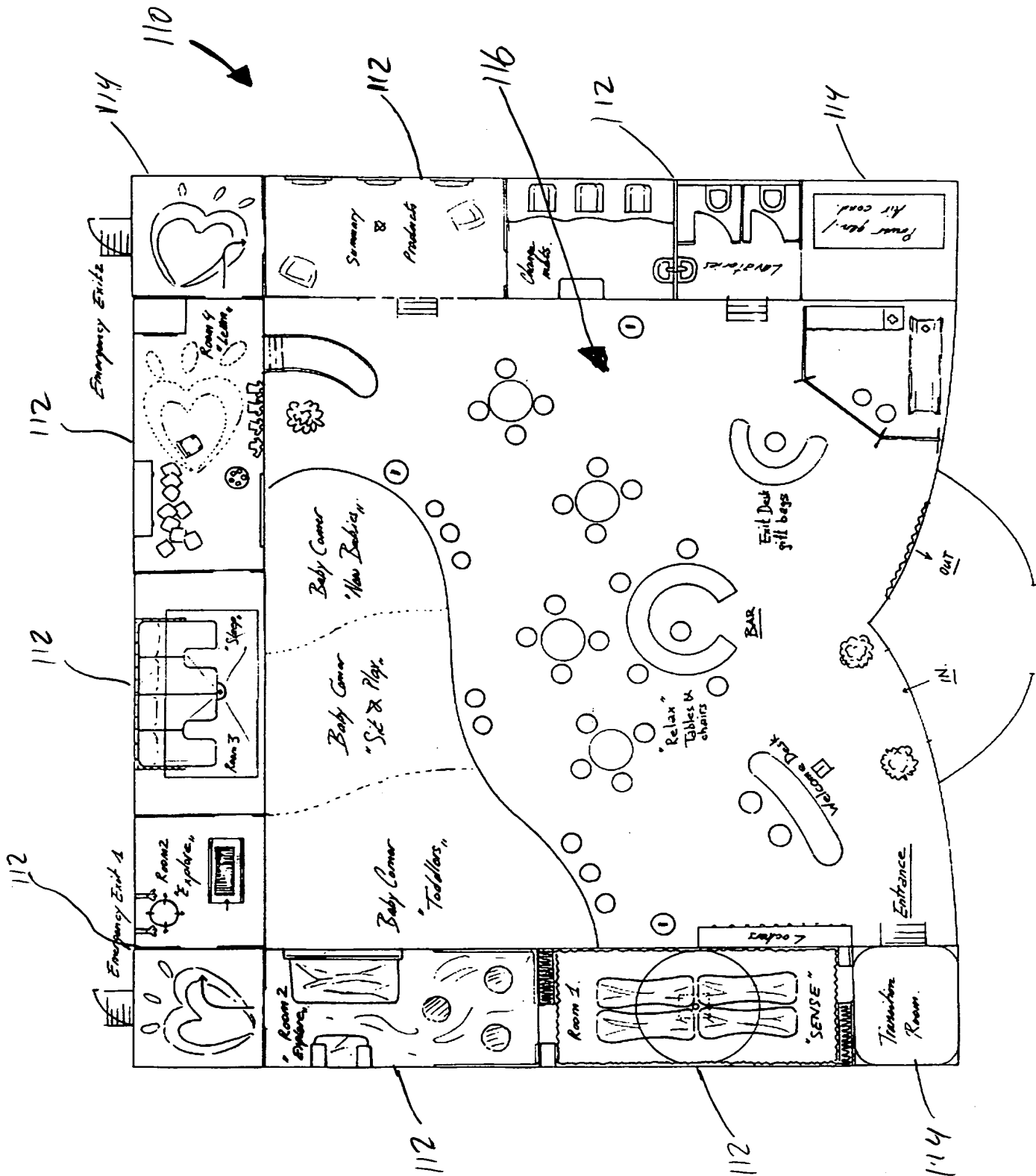


Fig. 8